FRICIONLESS FRAMEWORKS
And the future of Innovation

Kipp Bradford
@kippworks

WHAT IF...
Networked Ecosystem
×
Frictionless Frameworks

Scaling Discontinuity
FRICITONLESSFRAMWORKS
Providing a Template to Challenge Apple

By Lia Liu
Published: January 8, 2013

TAIPEI — In the China smartphone market, Apple has seen better days.

Despite having reported record sales of the iPhone 5, the U.S. technology giant’s presence on the mainland flagged in 2012; it was pushed out of the top five smartphone makers in that market during the third quarter, with just 8 percent of the market, according to the research firm Canalys.

As Coolpad, Huawei, Lenovo, Samsung and ZTE surged ahead of Apple, a major force behind their success was MediaTek, a Taiwanese chip maker whose products have drastically reduced the cost for manufacturers of getting new phones to market.

The company entered the smartphone business late, introducing its first chipset in 2011 inside a Lenovo phone. But within a year and a half, analysts say, MediaTek has taken 50 percent of China’s market for smartphone chips.
Accessibility

- Intuitive
- Low barrier to entry
- Accessible
- Adequate headroom
THIS IS NOT JUST ABOUT DISRUPTING ECONOMIES OF SCALE.

THIS IS ABOUT DISRUPTING ECONOMIES.
THIS IS ABOUT DISRUPTING ECONOMIES.